

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Special Meeting
Tuesday, May 21, 2013
860.429.2740
4:00 pm**

Minutes

Present: Kristin Schwab, Janet Jones, Shawn Kornegay, Connie Neal, Betsy Paterson, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kristin Schwab called the meeting to order at 4:00 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from March 26, 2013

Betsy Paterson moved to approve the minutes.

Janet Jones seconded the motion.

The minutes were approved unanimously.

4. Update on Storrs Center Project including communications

Cynthia van Zelm provided an update on Storrs Center construction and the streetscape improvements of Storrs Road. She reported that all three buildings of The Oaks on the Square are fully leased for the next leasing cycle. Ms. van Zelm added that construction of the intermodal transportation center had begun; the building is set to open in the fall.

Ms. van Zelm reported that the Partnership staffed an information table at the Connecticut Invention Convention, and the Partnership will have a table at the Orientation Info Expo for UConn parents.

Ms. Jones asked that "Two hour free parking" be added to the handouts for the information tables [Done].

Kathleen Paterson explained the downtown event application process that the Partnership and LeylandAlliance have developed to manage the downtown spaces in an equitable manner. She noted that the space available is limited now, but that with the completion of the Town Square, she expects to receive more interest from community groups and downtown businesses in hosting events there.

Ms. Jones informed the committee about another group with which she is working, Creative Collaborative-Connecticut. She explained that their goal is to foster the arts in town and to create a

destination for the whole state, given that Mansfield is the home of the state's flagship university. Their initial goal is to create a music and movie series this summer.

Ms. B. Paterson left the meeting.

5. Review of Committee charge

Ms. Schwab explained that she and Ms. van Zelm updated the Committee's charge to reflect the goals and action items outlined in the Partnership's new Strategic Plan as well as feedback from the Committee.

The committee agreed with the changes and discussed ways in which to best approach the varied tasks.

Cara Workman suggested creating internships for UConn students.

Shawn Kornegay agreed and suggested tapping the UConn English department for students to assist in writing or E. O. Smith students who are working on their senior projects.

Ms. Schwab noted that Committee member Barry Schreier had suggested meeting more frequently.

Ms. K. Paterson suggested waiting until the fall to look at the Committee's meeting schedule as the summer tends to be difficult for scheduling.

6. Update on *Festival on the Green*

Ms. K. Paterson reported that the sub-committee had met the day before and made a change to the *Festival* schedule due in part to feedback from past participants and in part to the music line-up. The *Festival* will now be from noon to four o'clock. She said that she would like to see if the downtown businesses can offer dinner specials that day to encourage people to stay in the area once the event winds down.

7. Spring 2014 Arts Festival

The Committee discussed the possibility of an arts and crafts fair in the spring and the challenges posed by weather, available space, staff capacity, and funding. By consensus, the Committee agreed to table the idea for the present.

8. Downtown Ambassadors

Ms. van Zelm explained the idea of having volunteers serve as greeters or informational sources for Storrs Center. The discussion was tabled until plans for the Nash-Zimmer Transportation Center, which may include an informational component, are finalized.

9. Outreach Opportunities

Ms. Schwab asked the Committee to consider possible outreach opportunities for the Partnership.

10. Other

Ms. Workman shared a poster for the upcoming "Taste of UConn" and "Touch a Truck," part of UConn's Alumni Weekend, in which several downtown businesses participate. She asked for ideas on how to promote the event.

11. Adjourn

The meeting adjourned at 6:05 pm.

Minutes prepared by Kathleen M. Paterson